



*"They took caffeine out of coffee  
Now Merit takes nicotine  
out of tobacco the same way."*

Harold A. Jenkins  
Project Manager  
Philip Morris R&D  
Richmond, Va.

# Introducing Nicotine-Extracted Next from Merit.<sup>TM</sup>

The taste is mild and enjoyable.  
yet 97% of the nicotine has been extracted  
by our all natural N-EXT process, the same way caffeine  
is removed from coffee. Light up and enjoy this remarkable  
new cigarette. One puff will tell you we've taken  
away nicotine, but not smoking enjoyment.

Nicotine-Extracted tobacco. A solution with Merit.



SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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Kings: 8 mg "tar," 0.6 mg nicotine  
av. per cigarette by FTC method.

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ART NAME TEST-II